

Wholesaler Packing Instructions  
April WINSTON 30¢ Off 1 Pack DPC

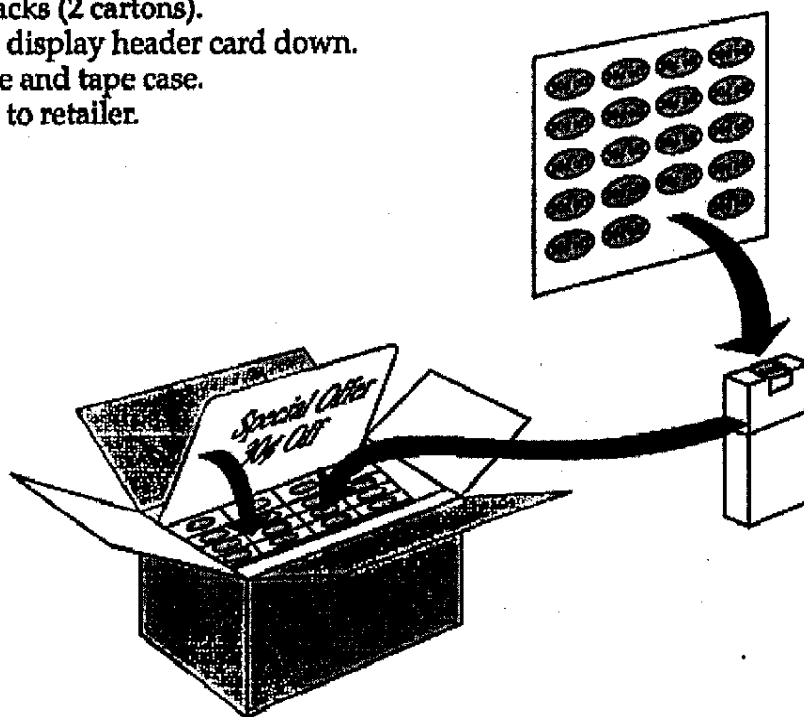
**WHOLESALE PACKING INSTRUCTIONS**

**DEEPER PROMOTION COVERAGE | 2ND QTR. '98**

# April Winston .30 cents off 1 pack Product to be stickered by Direct Account

**STEPS**

1. Open DPC shipping case.
2. Place "30¢ off" price stickers on TOP of packs.
3. Load 10 packs of same brand style in each row. Display holds 20 packs (2 cartons).
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



**Item#**

541553 Winston 20 Pack DPC Display/Shipper

541550 Winston DPC .30 VPR's (20 per sheet)

**Promotion Reporting Description:** WIN APR .30/1 PK

Brand Style						
Number of Cartons						

51861 0629

## WINSTON

### Second Quarter Promotion Objectives/Strategies

- April 30¢ Off 1 Pack Deeper Promotion Coverage (DPC) - WINSTON
  - VAP ship date to retail week of April 6, 1998.
  - Deliver positioning, provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
  - 20-pack display only.
- May B2G 70¢ off 2 Packs
  - VAP ship date to retail week of May 4, 1998.
  - Generate competitive full-price trial on WINSTON, Light Box (50%), Full Flavor KS Box (50%).
  - 70¢ off 2 packs is the offer, but the packaging is Winston Cup NASCAR and designed to deliver WINSTON's No Bull Five Promotion.
  - Place in pack Partner outlets, concentrating on C-Gas.
  - Winston No Bull Five:
    - Link the popularity of Winston Cup to the brand's positioning and the brand itself.
    - Creates and maintains news on Winston with a reason to maintain incremental in-store presence materials.
    - Million dollar giveaway for 5 No Bull races. The first race is the Daytona 500, February 15, 1998. The second race is the Coca-Cola 500 in Charlotte on May 24, 1998.
    - Presence materials for the Second round of The No Bull 5 are currently being developed by the brand. They are not to displace any Winston presence materials. Only to be placed where it adds to our store brand presence. The new materials will contain creative with the 5 winning drivers of the Daytona 500, because they are eligible for the Charlotte No Bull Five million purse- April DTS.
- May Cigarette/Tobacco Store Carton Onsert and Materials
  - Communicate the No Bull 5 promotion via carton Onserts to use in conjunction with Price Gap Funds. Includes 1998 Winston Cup Schedule providing an added benefit to the consumer. Onserts do not have preprinted denominations.
  - CTS presence materials will consist of 2 DBRCs and an A-frame tent card.

### Presence Objectives/Strategies

- Accrual Sleeves
  - Add equity/positioning to discounting efforts by emphasizing brand trademark and color palette (red-white-red).
  - Provide brand-specific 2, 3, and 5 pack sleeves to support discounting efforts funded by retail Accrual/GAP.
  - Utilize in all outlet types.
- SME POS Kits
  - POS Kits have been allocated to support WINSTON Cup events at retail in selected markets.
  - Materials include:
    - Cup Kit, Item #539432
      - One 25' WINSTON Cup Pennant Rope
      - One WINSTON Cup 9x3 Schedule Banner
    - Drag Kit, Item #539462
      - One 25' WINSTON Drag Pennant Rope
      - One WINSTON Drag 9x3 Schedule Banner
- Workplan POS
  - WINSTON should have the primary presence in Winston Priority markets and should convey the WINSTON proposition in all markets.
  - Provide dominant, big brand presence with Red-White-Red advertising in all outlets - communicate multiple messages on package displays, "No Additives, Winston, True Taste", "Smoke This", and "Fire up a Real One."

51861 0630

**WINSTON April DPC Allocation**  
**Promotion #800340**  
**Display Item #541553**  
**VPR Item #541550**

	Region	20-Pack Displays	VPR Sheets (20 per sheet)
1100	Boston	2,215	0
1200	New York Metro	3,800	3,800
1300	Philadelphia	2,790	2,790
1600	Buffalo	1,725	1,725
1700	Pittsburgh	1,845	1,845
1701	Pittsburgh (Rite Aid)	7,560	0
1702	Pittsburgh (Thrift)	0	0
1800	Cincinnati	2,895	2,895
	<b>Total NES</b>	<b>22,830</b>	<b>13,055</b>
2100	Winston-Salem	685	685
2200	Atlanta	3,465	3,465
2300	Florida	2,500	2,500
2300	Florida (Eckerd's)	2,880	0
2600	Dallas	2,585	2,585
2900	Richmond	1,540	1,540
	<b>Total SSA</b>	<b>13,655</b>	<b>10,775</b>
5100	N. California	0	0
5400	S. California	0	0
5600	Seattle	600	600
5800	Houston	1,920	1,920
	<b>Total WSA</b>	<b>2,520</b>	<b>2,520</b>
6200	Chicago	600	600
6300	Minneapolis	770	770
6600	Denver	600	600
6700	Detroit	500	500
6900	St. Louis	1,200	1,200
	<b>Total MWSA</b>	<b>3,670</b>	<b>3,670</b>
	Home Office	20	0
	<b>GRAND TOTAL</b>	<b>42,695</b>	<b>30,020</b>

## Workplan Logistics

I. Selling/Execution Detail

Month: May

Promotion: DORAL 30¢ Off 1 Pack DPC

Promotion #: 800274 Regular or 800268 Tear Tape

Item #: 541142 Shipper/Display, 541145 VPR

Segment: Lower volume accounts not receiving other RJR promotions.

SKU Quantity: 40

Placement/MSA Reporting: DOR MAY .30/1 PK

Reporting Dates: 5/4/98 - 7/3/98

Promotion Details: 1) Promotion Description: Provide VPR discounting in lower volume accounts. Thirty cents off 1 pack DORAL. Utilize tear tape or VPR discounting.

2) Materials Description: Display Item #541142 (1/SKU) and VPRs Item #541145 (40/sheet).

3) Recommended Displays - 40-Pack DPC Display (#541142).

Pricing Details: - Invoice Description: DORAL \$.30 DPC (regular) or DORAL \$.30/Pk (Tear Tape)

- Pricing: Reduced list price

- Terms: Standard 3.25% .5% EFT

- Additional Allowance: N/A

Promotional Packaging UPC: N/A

Product UPC: 25257 - Lt 85s	25261 - 85s	25266 - Box 100s
25258 - Lt 100s	25262 - Ult Lt 100s	25267 - Lt Box 100s
25259 - 100s	25263 - Box	
25260 - Lt Mthl 100s	25265 - Lt Box	

VAP Payment Per 6M Case: 1) Pack Only: No Tear Tape - \$9.50 per promoted 6M case (\$1.27 per SKU of 40)

2) Pack and Ship: No Tear Tape - \$14.00 per promoted 6M case (\$1.87 per SKU of 40)

3) Pack Only: Tear Tape - \$4.75 per promoted 6M case (\$.64 per SKU of 40)

4) Pack and Ship: Tear Tape - \$7.00 per promoted 6M case (\$.94 per SKU of 40)

II. Promotion Timing

Allocations Available: 2/2/98

Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 3/16/98

First Ship Date to Direct Accounts: 4/6/98

VAP/Delivery Date to Retail Accounts: 5/4/98

Last Delivery Date to Direct Accounts: 5/15/98

Roll Remaining Allocations to National/Clean-Up: N/A

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## DORAL

### Second Quarter 1998 Workplan Promotions Objectives/Strategies

- April Pack Outlet Promotion - Buy 2 packs get 1 free with name generation insert (includes regions - Philadelphia, Pittsburgh, Cincinnati, Winston-Salem, Atlanta, Florida, Dallas, Richmond, Houston, Chicago, Minneapolis, Denver, St. Louis).
  - VAP ship date to retail week of April 20, 1998.
  - Promotion targeted for Retail Partners.
  - Designed to:
    - ➔ Generate trial among adult competitive savings brand/Full Price savings sensitive smokers.
    - ➔ Protect DORAL's franchise against heavy competitive promotion activity.
    - ➔ Generate competitive/franchise names for DORAL & Co.
  - Promotion details:
    - ➔ Pre-sleeved product - 3-B2G1F offers and 1 live pack per carton.
    - ➔ 21 offers per SKU.
    - ➔ All gratis will have complimentary tear tape.
- April Pack Outlet Promotion - Buy 1 pack get 1 free with name generation insert (Boston, New York, Buffalo, Detroit, N. California, S. California, Seattle regions only).
  - VAP ship date to retail week of April 20, 1998.
  - Promotion targeted for Retail Partners.
  - Designed to:
    - ➔ Generate trial among adult competitive savings brand/Full Price savings sensitive smokers.
    - ➔ Generate competitive names for DORAL & Co.
  - Promotion details:
    - ➔ Pre-sleeved product - 5-B1G1F offers per carton.
    - ➔ 20 offers per SKU.
    - ➔ All gratis will have complimentary tear tape.
- April Supermarket Pack Promotion - \$1.00 off 2 packs.
  - VAP ship date to retail week of April 20, 1998 (may be worked earlier if feasible).
  - Promotion targeted for Retail partners committed to the cigarette category.
  - Designed to:
    - ➔ Generate competitive trial among adult competitive savings brand/Full Price savings sensitive smokers
    - ➔ Generate competitive names for DORAL & Co.
  - Promotion details:
    - ➔ Pre-sleeved product - 5-\$1.00 off 2 packs offers per carton.
    - ➔ 40 offers per SKU.
    - ➔ Product Invoiced at \$5.00 off per carton (50¢ off per pack).
    - ➔ All product will have special 50¢ off tear tape.
    - ➔ White cartons identified with appropriate carton style UPC.
- May 30¢ Off 1 Pack Deeper Promotion Coverage (DPC) - DORAL
  - VAP ship date to retail week of May 4, 1998.
  - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
  - Tear tape packs will include name generation inserts for DORAL & Co.
- June Pack Outlet Promotion - Buy 2 packs get 1 free with name generation insert.
  - Same information as DORAL April B2G1F except VAP ship date to retail is week of **June 15, 1998**.

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Revised: 2/9/98

51861 0633

**DORAL May DPC Allocation**  
**Promotion #800274 (Non-Tear Tape Promotion), Promotion #800268 (Tear Tape Product)**  
**Display Item #541142, VPR Item #541145**

Region		40-Pack Displays #541142	VPR Sheets (40 per sheet) #541145
1100	Boston (1)	0	0
1200	New York Metro	0	0
1300	Philadelphia	0	0
1600	Buffalo	1,725	600
1700	Pittsburgh	1,140	1,140
1701	Pittsburgh (Rite Aid)	5,670	0
1702	Pittsburgh (Thrift)	0	0
1800	Cincinnati	2,090	1,190
<b>Total NES</b>		<b>10,625</b>	<b>2,930</b>
2100	Winston-Salem	690	0
2200	Atlanta	270	0
2300	Florida	2,000	0
2300	Florida (Eckerd's)	2,850	0
2600	Dallas	2,585	935
2900	Richmond	1,270	760
<b>Total SSA</b>		<b>9,665</b>	<b>1,695</b>
5100	N. California	765	765
5400	S. California	0	0
5600	Seattle (2)	500	0
5800	Houston	2,010	0
<b>Total WSA</b>		<b>3,275</b>	<b>765</b>
6200	Chicago	100	0
6300	Minneapolis	825	195
6600	Denver	1,250	0
6700	Detroit	0	0
6900	St. Louis	1,500	0
<b>Total MWSA</b>		<b>3,675</b>	<b>195</b>
<b>GRAND TOTAL</b>		<b>27,240</b>	<b>5,585</b>
1) Will work 300 20-pack displays			
2) Needs funding for additional 250 displays			

**DORAL May DPC Allocations**  
**Promotion #800268 Tear Tape Product**

	Region	Lt KS	Lts 100	FF KS	FF 100	UL 100	Lt Men 100	FF Box 83	Lt Box 83	Lt 100 Box	FF 100 Box	Total
1100	Boston	0	0	0	0	0	0	0	0	10	10	20
1200	New York Metro	0	0	0	0	0	0	0	0	0	0	0
1300	Philadelphia	0	0	0	0	0	0	0	0	0	0	0
1600	Buffalo	0	75	0	75	0	0	0	0	0	0	150
1700	Pittsburgh	0	0	0	0	0	0	0	0	0	0	0
1701	Pittsburgh (Rite Aid) (1)	0	0	0	0	0	0	0	0	0	0	0
1800	Cincinnati	30	30	0	30	0	30	0	0	0	0	120
	<b>Total NES A</b>	<b>30</b>	<b>105</b>	<b>0</b>	<b>105</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>10</b>	<b>290</b>
2100	Winston-Salem	23	23	23	23	0	0	0	0	0	0	92
2200	Atlanta	9	9	9	9	0	0	0	0	0	0	36
2300	Florida	55	55	55	55	0	0	0	0	0	0	220
2300	Florida (Eckerd's) (2)	0	0	0	0	0	0	0	0	0	0	0
2600	Dallas	55	55	55	55	0	0	0	0	0	0	220
2900	Richmond	17	17	17	17	0	0	0	0	0	0	68
	<b>Total SSA</b>	<b>159</b>	<b>159</b>	<b>159</b>	<b>159</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>636</b>
5100	N. California	0	0	0	0	0	0	0	0	0	0	0
5400	S. California	0	0	0	0	0	0	0	0	0	0	0
5600	Seattle	0	0	0	0	0	0	25	25	25	25	100
5800	Houston	0	0	0	0	0	0	67	67	67	67	268
	<b>Total WSA</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>92</b>	<b>92</b>	<b>92</b>	<b>92</b>	<b>368</b>
6200	Chicago	0	16	0	0	16	0	0	0	0	0	32
6300	Minneapolis	21	21	0	0	21	21	0	0	0	0	84
6600	Denver	0	84	0	83	0	0	0	0	0	0	167
6700	Detroit	0	0	0	0	0	0	0	0	0	0	0
6900	St. Louis	50	50	0	50	0	50	0	0	0	0	200
	<b>Total MWSA</b>	<b>71</b>	<b>171</b>	<b>0</b>	<b>133</b>	<b>37</b>	<b>71</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>483</b>
	<b>GRAND TOTAL</b>	<b>260</b>	<b>435</b>	<b>159</b>	<b>397</b>	<b>37</b>	<b>101</b>	<b>92</b>	<b>92</b>	<b>102</b>	<b>102</b>	<b>1,777</b>

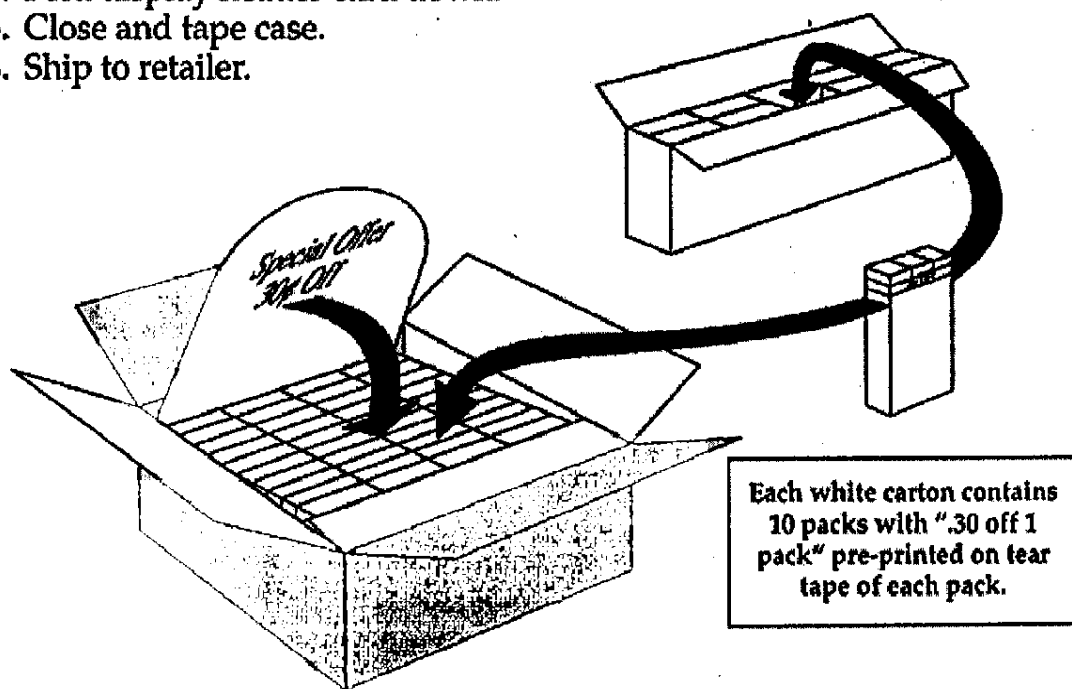
(1) Rite Aid will work scannable VPR product as follows: 190 cases each of FF 100, Lt 100, Menthol 100 and Ult 100, Promotion #800286

(2) Eckerd's will work scannable VPR product as follows: 96 cases Lts Men 100, 96 cases Ult 100, 95 cases Box 100, 95 cases Lt Box 100, Promotion #800277

**NOTE:** Each 6M case contains 300 offers.

**WHOLESALE PACKING INSTRUCTIONS****DEEPER PROMOTION COVERAGE 2ND QTR '98****May DORAL Tear Tape 30¢ OFF 1 Pack****STEPS**

1. Open DPC shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item#**

541142 DORAL 40 Pack DPC Display/Shipper

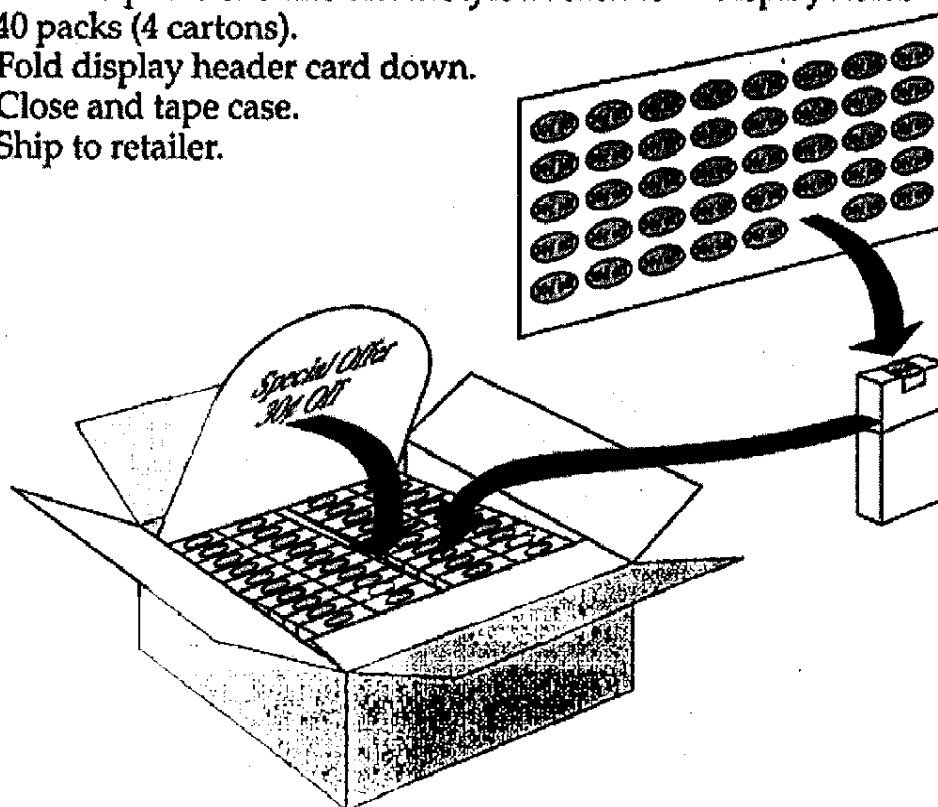
**Promotion Reporting Description:** DOR May .30/1 PK

Brand Style						
Number of Cartons						

51861 0636

**WHOLESALE PACKING INSTRUCTIONS****DEEPER PROMOTION COVERAGE 2ND QTR. '98****May DORAL 30¢ OFF 1 Pack***(To be stickered by Direct Account)***STEPS**

1. Open DPC shipping case.
2. Place "30¢ off" price stickers on TOP of packs.
3. Load 10 packs of same brand style in each row. Display holds 40 packs (4 cartons).
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item#**

541142 DORAL 40 Pack DPC Display/Shipper

541145 DORAL DPC .30 VPR's (40 per sheet)

**Promotion Reporting Description:** DOR May .30/1PK

Brand Style						
Number of Cartons						

51861 0637

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**Workplan Logistics**  
Program Contact: Lori O'Connor, #3019

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**I. Selling/Execution Detail**

Month: June

Promotion: SALEM 30¢ Off 1 Pack DPC

Promotion #: 800618

Item #: 541964 Display with Paster, 543710 VPR Sheet

Segment: Lower volume accounts not receiving other RJR promotions.

SKU Quantity: 40

Placement/MSA Reporting: SAL JUN 30/1 PK

Reporting Dates: 6/1/98 - 7/31/98

Promotion Details: 1) Promotion Description: Provide VPR discounting in lower volume accounts  
Thirty cents off 1 pack SALEM. Utilize VPR discounting.

2) Materials Description: Shipper display Item #541964 (1/SKU) and  
VPRs Item #543710 (40/sheet). Shippers are available at national for ordering/  
not allocated.

3) Recommended Displays - 40-Pack DPC Display (#541964).

Pricing Details:

- Invoice Description: SALEM \$.30 DPC (Regular)
- Pricing: Reduced list price
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: N/A

Promotional Packaging UPC: N/A

Product UPC: N/A

VAP Payment Per 6M Case:

- 1) Pack Only: No Tear Tape - \$9.50 per promoted 6M case  
(\$1.27 per SKU of 40)
- 2) Pack and Ship: No Tear Tape - \$14.00 per promoted 6M case  
(\$1.87 per SKU of 40)
- 3) Complete Turnkey Sell/Pack/Ship - \$7.50 per store
- 4) Complete Turnkey Sell/Pack-\$5.00 per store (for Price Clubs, etc.)

**II. Promotion Timing**

Allocations Available: 3/2/98

Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 4/13/98

First Ship Date to Direct Accounts: 5/4

VAP/Delivery Date to Retail Accounts: 6/1/98 - 6/26/98

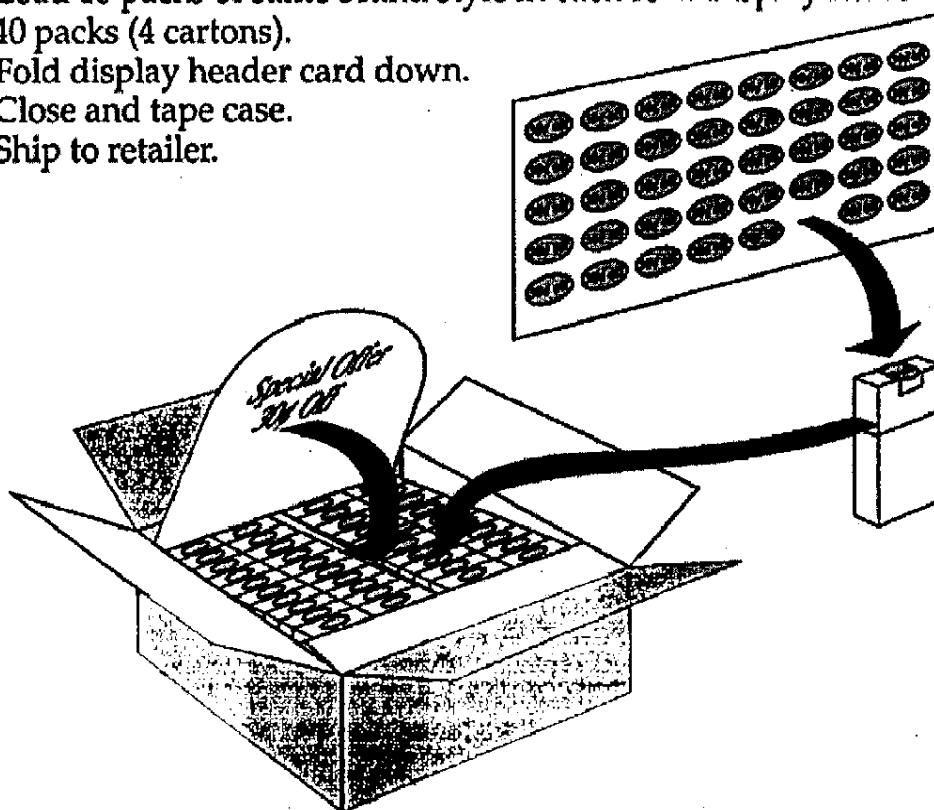
Last Delivery Date to Direct Accounts: 6/26/98

Roll Remaining Allocations to National/Clean-Up: N/A

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**WHOLESALE PACKING INSTRUCTIONS****DEEPER PROMOTION COVERAGE | 2ND QTR '98****June SALEM 30¢ OFF 1 Pack***(To Be Stickered By Direct Account)***STEPS**

1. Open DPC shipping case.
2. Place "30¢ off" price stickers on TOP of packs.
3. Load 10 packs of same brand style in each row. Display holds 40 packs (4 cartons).
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item# Description**

541964 SALEM 40 Pack Display/Shipper

543710 SALEM DPC .30 VPR's (40 per sheet)

**Promotion Reporting Description:** SAL JUN .30/1 PK

Brand Style						
Number of Cartons						

51861 0639

**June SALEM DPC Allocation**  
**Promotion #800618 Non-Tear Tape**  
**Display Item #541964\*, VPR Item #543710**

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	Region	40-Pack Displays (1/SKU) #541964	VPR Sheets (40 per sheet) #543710
1100	Boston	0	0
1200	New York Metro	0	0
1300	Philadelphia	3,000	0
1600	Buffalo	585	585
1700	Pittsburgh	815	815
1701	Pittsburgh (Rite Aid)	5,670	0
1800	Cincinnati	830	830
	<b>Total NESA</b>	<b>10,900</b>	<b>2,230</b>
2100	Winston-Salem	210	210
2200	Atlanta	75	75
2300	Florida	720	720
2300	Florida (Eckerd's)	0	0
2600	Dallas	1,850	1,850
2900	Richmond	1,180	1,180
	<b>Total SSA</b>	<b>4,035</b>	<b>4,035</b>
5100	N. California	0	0
5400	S. California	0	0
5600	Seattle	0	0
5800	Houston	0	0
	<b>Total WSA</b>	<b>0</b>	<b>0</b>
6200	Chicago	250	250
6300	Minneapolis	390	390
6600	Denver	50	50
6700	Detroit	300	300
6900	St. Louis	535	535
	<b>Total MWSA</b>	<b>1,525</b>	<b>1,525</b>
	<b>GRAND TOTAL</b>	<b>16,460</b>	<b>7,790</b>

(1) Will work 3,796 20-pack displays.

\* Quantities are for planning/budget purposes only. Displays are available at national not allocated.

sgr019/ccd  
3/10/98

**Workplan Logistics**  
Program Contact: Kevin DeLury, #3466**I. Selling/Execution Detail**Month: JunePromotion: CAMEL 30¢ Off 1 Pack DPCPromotion #: 800442 Regular or 800523 Tear TapeItem #: 541940 Shipper/Display, 541943 VPRSegment: Lower volume accounts not receiving other RJR promotionsSKU Quantity: 40Placement/MSA Reporting: CAM JUN 30/1 PKReporting Dates: 6/1/98 - 7/31/98

Promotion Details: 1) Promotion Description - Provide VPR discounting in lower volume accounts.  
2) Materials Description - Thirty cents off 1 pack CAMEL. Utilize tear tape or VPR discounting-shipper display Item #541940 (1/SKU) and VPRs Item #541943 (40/sheet)  
3) Recommended Displays - 40-pack DPC display #541940

Pricing Details: - Invoice Description: CAMEL \$ .30 DPC (regular) or CAMEL \$.30/Pk (Tear Tape)  
- Pricing: Reduce list price  
- Terms: Standard 3.25% .5% EFT  
- Additional Allowance: N/A

Promotional Packaging UPC: \_\_\_\_\_

Product UPC Tear Tape: 23494 - CAMEL Filter Box23496 - CAMEL Lights Box

VAP Payment Per 6M Case: 1) Pack Only: No Tear Tape - \$9.50 per promoted 6M case (\$1.27 per SKU of 40)  
2) Pack and Ship: No Tear Tape - \$14.00 per promoted 6M case (\$1.87 per SKU of 40)  
3) Pack Only: Tear Tape - \$4.75 per promoted 6M case (\$ .64 per SKU of 40)  
4) Pack and Ship: Tear Tape \$7.00 per promoted 6M case (\$ .94 per SKU of 40)  
5) Complete Turnkey Sell/Pack/Ship-No Tear Tape-\$7.00 per store  
Complete Turnkey Sell/Pack-No Tear Tape-\$5.00 per store (for Price Clubs, etc.)  
6) Complete Turnkey Sell/Pack/Ship-Tear Tape-\$4.50 per store  
Complete Turnkey Sell/Pack-Tear Tape-\$2.50 per store

**II. Promotion Timing**Allocations Available: 3/2/98Model Available: N/AAllocation Adjustments to Model: N/ATemplates Available: N/AValued-Added Transfer Deadline: N/AFirst Order Date: 4/13/98First Delivery Date to Direct Accounts: 5/4/98VAP/Delivery Date to Retail Accounts: 6/1/98 - 6/26/98Last Delivery Date to Direct Accounts: 6/26/98Roll Remaining Allocations to National/Clean-Up: N/A

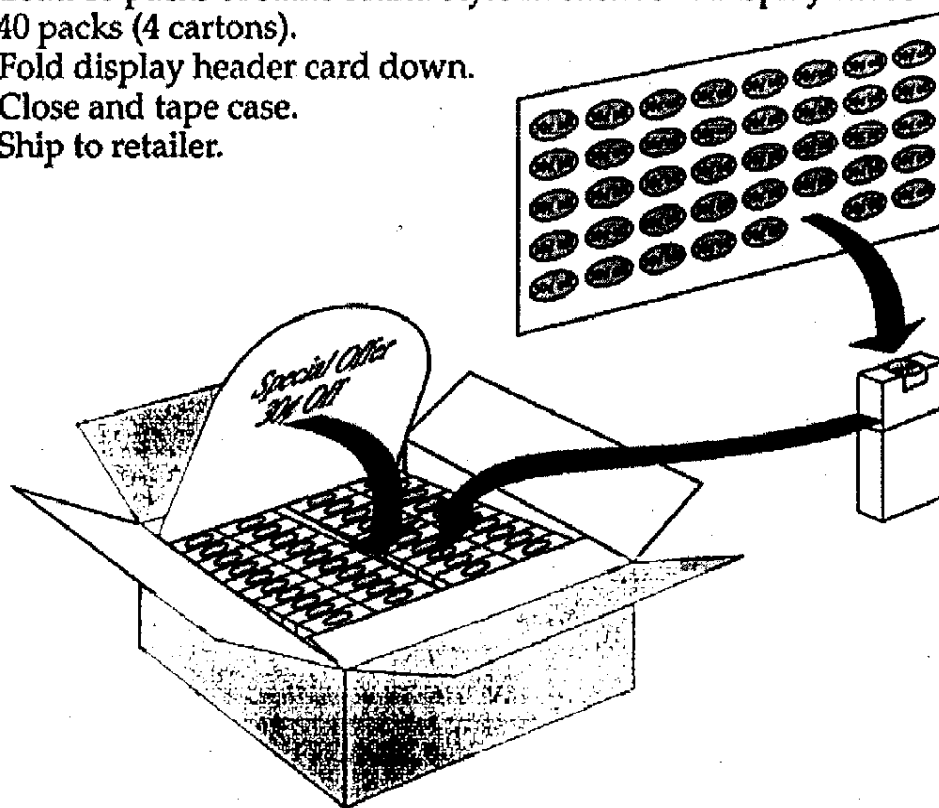
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**WHOLESALE PACKING INSTRUCTIONS****DEEPER PROMOTION COVERAGE 2ND QTR '98**

# June CAMEL 30¢ OFF 1 Pack

*(To Be Stickered By Direct Account)***STEPS**

1. Open DPC shipping case.
2. Place "30¢ off" price stickers on TOP of packs.
3. Load 10 packs of same brand style in each row. Display holds 40 packs (4 cartons).
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item# Description**

541940 CAMEL 40 Pack DPC Shipper/Display

541943 CAMEL DPC .30 VPR's (40 per sheet)

**Promotion Reporting Description:** CAM JUN .30/1 PK

Brand Style						
Number of Cartons						

51861 0642

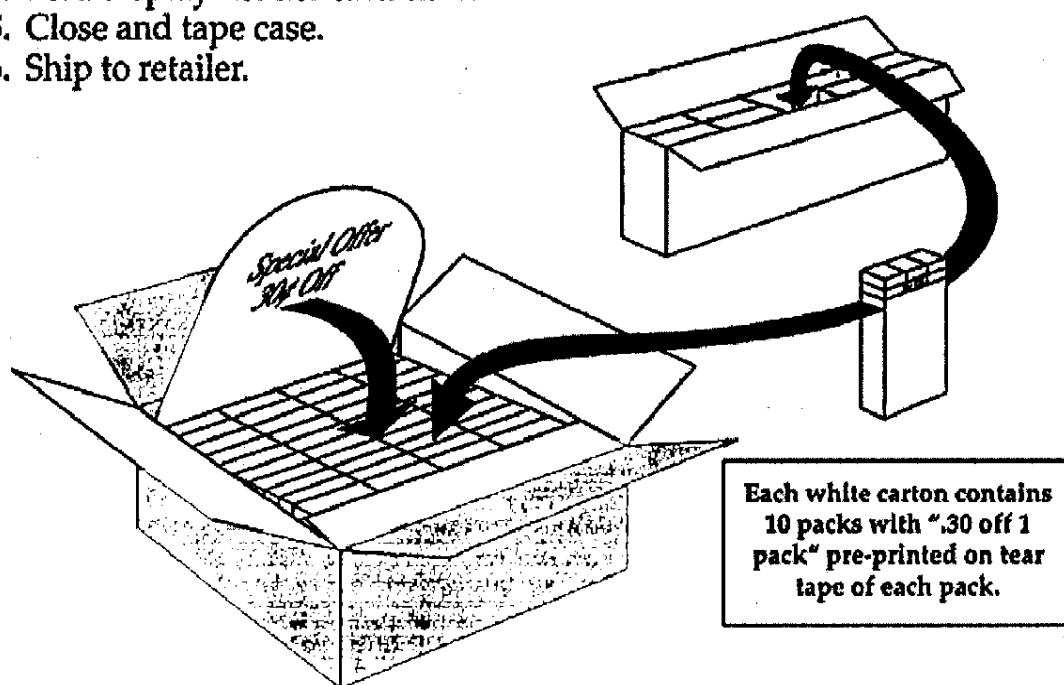
# WHOLESALE PACKING INSTRUCTIONS

DEEPER PROMOTION COVERAGE | END QTR '98

## June CAMEL Tear Tape 30¢ OFF 1 Pack

### STEPS

1. Open DPC shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



### Item# Description

541940 CAMEL DPC Shipper/Display

Promotion Reporting Description: CAM JUN .30/1 PK

Brand Style						
Number of Cartons						

51861 0643

**June CAMEL DPC Allocations  
Promotion #800523 Tear Tape Product**

51861 0644

	Region	CAMEL Filter Box (6M Cases)	CAMEL Lights Box (6M Cases)
1100	Boston	100	100
1200	New York Metro	0	0
1300	Philadelphia	0	0
1600	Buffalo	75	75
1700	Pittsburgh	0	0
1800	Cincinnati	75	75
	<b>Total NESA</b>	<b>250</b>	<b>250</b>
2100	Winston-Salem	38	38
2200	Atlanta	47	47
2300	Florida	77	77
2600	Dallas	134	134
2900	Richmond	13	13
	<b>Total SSA</b>	<b>309</b>	<b>309</b>
5100	N. California	120	120
5400	S. California	0	0
5600	Seattle	220	220
5800	Houston	89	89
	<b>Total WSA</b>	<b>429</b>	<b>429</b>
6200	Chicago	43	43
6300	Minneapolis	50	50
6600	Denver	89	89
6700	Detroit	41	41
6900	St. Louis	67	67
	<b>Total MWSA</b>	<b>290</b>	<b>290</b>
	<b>GRAND TOTAL</b>	<b>1,278</b>	<b>1,278</b>

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## CAMEL

### Second Quarter Promotion Objectives/Strategies

- June 30¢ Off 1 Pack Deeper Promotion Coverage (DPC) - CAMEL
  - VAP ship date to retail week of June 1, 1998.
  - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
- June - Pricing/Equity Event
  - Utilized to enhance discounting activity during Plan B period.
  - POS will be theme specific and add equity to CAMEL.
  - POS item numbers will be communicated for ROU to order to accounts.

### Presence Objectives/Strategies

- CAMEL Cash 10
  - The ultimate CAMEL Cash Catalog
  - Will be a retrospective of CAMEL from beginning to present.
    - ➔ Large collectible catalog - RJR Partners only.
    - ➔ PM Exclusive and Lockout Accounts will not receive a catalog.
    - ➔ Account must be 75+ CPW and package outlets or CTS to receive catalog.
  - Items can be redeemed via "C" notes or cash.
  - A POS Kit will be sent to all participating Partner pack and CTS accounts via direct store delivery.
    - ➔ Contains corx pole/wall sign, 100 collectible catalogs, FPD laminate, (1) large poster, brochure.
  - 17 million magazine inserts and 2.7 million direct mail pieces will be distributed to announce the catalog.
  - Field Sales received a selling kit consisting of 25 selling brochures and 1 actual collectible catalog in December.
  - DTS of the program is 2/15/98.
- Display
  - To create more visual impact to the consumer, utilize brand-specific displays to execute pricing strategies, i.e., CAMEL Oasis display.
  - CAMEL Wides 20-pack display is available.
- Accrual Sleeves
  - Add equity to discounting efforts by emphasizing brand trademark and color palette (purple/yellow).
  - Provide brand-specific, 2,3, 5-pack sleeves to support discounting efforts funded by retail accrual/gap.
  - Utilize in all outlet types.

**June CAMEL DPC Allocations**  
**Promotion #800442 Regular Product, Promotion #800523 Tear Tape Product**  
**Display Item #541940, VPR Item #541943**

51861 0646

	Region	40-Pack Displays #541940	VPR Sheets (40 per sheet) #541943
1100	Boston	1,560	0
1200	New York Metro (1)	0	0
1300	Philadelphia	0	0
1600	Buffalo	1,725	600
1700	Pittsburgh	1,645	1,645
1800	Cincinnati	2,570	0
	<b>Total NESA</b>	<b>7,500</b>	<b>2,245</b>
2100	Winston-Salem	570	0
2200	Atlanta	705	0
2300	Florida	1,400	0
2300	Florida (Eckerd's)	0	0
2600	Dallas	2,370	360
2900	Richmond	1,220	1,025
	<b>Total SSA</b>	<b>6,265</b>	<b>1,385</b>
5100	N. California	1,800	0
5400	S. California	0	0
5600	Seattle	2,400	0
5800	Houston	1,335	0
	<b>Total WSA</b>	<b>5,535</b>	<b>0</b>
6200	Chicago	400	0
6300	Minneapolis	855	105
6600	Denver	1,330	0
6700	Detroit	615	0
6900	St. Louis	1,005	0
	<b>Total MWSA</b>	<b>4,205</b>	<b>105</b>
	<b>GRAND TOTAL</b>	<b>23,505</b>	<b>3,735</b>

(1) Will work 2,730 20-pack displays.  
(2) Funding required for additional 900 displays.

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